



### ***THE UNELKO CHALLENGE***

For over 35 years, Unelko Corporation has been a leading manufacturer of water repellents, surface treatments and protective coatings, and has pioneered the preservation and enhancement of glass, porcelain, ceramics and other hard surfaces against the ravages of water and everyday soil. Although its basic transparent polymer coating patents (U.S. 3,578,488 & 3,579,540, U.K. 1,344,661 and Japan 805,376 & 805,377) have now expired, Unelko's ongoing research & development has significantly increased its expertise and pre-eminence in advanced surface care technologies. This dedication has culminated in newly-patented (U.S. 6,432,181, U.S. 6,676,733 and U.S. 6,994,890) and patent-pending technologies that continue to set new standards for performance, durability and value.

These unique surface care technologies are marketed, worldwide, to the original equipment, commercial and consumer sectors under Unelko's CLEAN-X®, ELIMINATE® and GLASS SCIENCE® brands and the registered trademarks TPC®, INVISIBLE SHIELD®, CLEAN SHIELD®, CLEAN & SHIELD®, RAIN CLEAR®, FOG CLEAR®, SANI-SHIELD® and SANI-SCRUB®.

### ***Unelko's Innovations Stimulate Worldwide Imitation***

As with most successful innovations in a highly competitive marketplace, Unelko's patented surface-enhancing transparent polymer coatings and dual-action surface care technologies have been both infringed and imitated - but never equaled - by products for which rather extraordinary application and performance claims are made without specificity as to formulation, application standards or environmental impact. Even today, hardly a week goes by that some firm or individual does not offer a "new" surface coating of one form or another. Most of these products, however, merely consist of new variations of an old theme and are far from being practical, cost or application effective and capable of performing in the real world. Amazingly, even with the benefits of Unelko's extensive patent disclosures, actual products and Material Safety Data Sheets at their disposal, most copycats still can not seem to formulate and market products without making exaggerated – but unsubstantiated – application and performance claims.

Some of these imitation products are even restricted to sale only through "licensees", "franchises" and/or "licensed applicators"; thus avoiding the full scrutiny of open competition, independent testing and applicable "right to know" regulations. By contrast, Unelko has nothing to hide and freely submits working samples for comparative "test and evaluation" by interested commercial entities.

**Standing firmly behind the efficacy, quality, performance and value of its surface care products, Unelko challenges original equipment manufacturers, distributors and commercial applicators to compare the CLEAN-X®, ELIMINATE® and GLASS SCIENCE® products with any other functional surface care technologies that purport to restrict the adhesion and buildup of waterborne mineral deposits, soap scum, spills, stains, rust and scale...and to do so on a "side-by-side" basis in terms of these essential parameters:**

1. ***COMPOSITION – FORMULATION – SHELF LIFE***
2. ***COVERAGE - APPLICATION EASE –EQUIPMENT REQUIREMENTS***
3. ***PERFORMANCE - DURABILITY – RE-APPLICATION EASE***
4. ***COST – VALUE – PRICE STABILITY***

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